

AMENDMENTS TO THE CLAIMS:

Please amend Claims 1-13, and add new Claims 14-26. The following listing of claims replaces all prior versions, or listings, of claims in the present application.

1. (Currently Amended) An advertising method comprising:  
providing a ~~business-card~~ display rack for displaying a plurality of hard-copy promotional items;  
displaying on ~~said~~ the display rack a plurality of hard-copy promotional items;  
providing in visual proximity to ~~said~~ the display rack ~~an electronic~~ a visual display for displaying electronic advertising media;  
serving electronic advertising media from a server to ~~said electronic~~ the visual display, the advertising media pertaining at least to an advertiser associated with a hard-copy promotional item displayed on the display rack; and  
displaying on the ~~said electronic~~ visual display the ~~said~~ advertising media.

2. (Currently Amended) The advertising method of claim 1, ~~said~~ wherein the advertising media is displayed on ~~said electronic~~ the visual display pursuant to a display schedule ~~determined by said the server~~.

3. (Currently Amended) The advertising method of claim 2, further comprising:

charging an advertiser based on ~~said~~ the display schedule.

4. (Currently Amended) An advertising system comprising:

a ~~business-card display rack; rack that displays~~ displayed on said rack a plurality of hard-copy promotional items;

displayed in visual proximity to ~~said~~ the display rack ~~an electronic~~ a visual display configured to display electronic advertising media; and

a server in electronic communication with the visual display, the server configured to deliver the electronic advertising media served from a server to the visual ~~said electronic display and displayed on said electronic display, the advertising media~~ pertaining at least to an advertiser associated with a hard-copy promotional item displayed on the display rack.

5. (Currently Amended) The advertising system of claim 4, ~~said~~

wherein the server is configured to deliver advertising media pursuant to a programmed schedule. ~~advertising media displayed on said electronic display pursuant to a display schedule determined by said server.~~

6. (Currently Amended) The advertising system of claim 5, further

comprising:

means to charge an advertiser based on ~~said~~ the display schedule.

7. (Currently Amended) ~~An article of manufacture~~ An advertising system comprising:

a ~~business-card display rack; rack that displays at least displayed on said~~ rack a plurality of hard-copy promotional items including business cards;

accompanying said ~~the display~~ rack ~~an electronic~~ a visual display configured to display electronic advertising media; and

a server in electronic communication with ~~said electronic~~ the visual display,

~~said the~~ server storing advertising media pertaining at least to an advertiser associated with at least one promotional item displayed on the display rack and displayable on said electronic the visual display.

8. (Currently Amended) The advertising ~~article of manufacture~~ system of claim 7, ~~said wherein the~~ advertising media is displayed on said electronic the visual display pursuant to a display programmed schedule determined by said server.

9. (Currently Amended) The advertising ~~article of manufacture~~ system of claim 8, further comprising:

means to charge an advertiser based on ~~said the~~ display schedule.

10. (Currently Amended) The advertising ~~article of manufacture~~ system of claim 9, further comprising:

a ~~vertical-frame mounting said electronic~~ on which both the visual display substantially above said and the display rack are mounted.

11. (Currently Amended) The advertising method of claim 1, further comprising:

providing a second ~~electronic~~ visual display in visual proximity to ~~said the display rack, for displaying electronic advertising media;~~

serving ~~said the electronic~~ advertising media from the server to said the second ~~electronic~~ visual display; and

displaying on ~~said the~~ second ~~electronic~~ visual display ~~said the~~ advertising media.

12. (Currently Amended) The advertising system of claim 4, further comprising:

a second ~~electronic~~ visual display provided in visual proximity to ~~said the display rack, the second visual display configured to display electronic advertising media,~~ wherein the ~~advertising media is served from the server~~ is configured to deliver the electronic advertising media to said the second electronic visual display and displayed on said second electronic display.

13. (Currently Amended) The advertising ~~article of manufacture~~ system of claim 7, further comprising:

a second ~~electronic~~ visual display ~~accompanying said~~ located in visual proximity to the display rack and in electronic communication with the server, the second visual display configured to display electronic advertising media, wherein the advertising media is displayable on ~~said the~~ second ~~electronic~~ visual display.

14. (New) The advertising method of claim 1, wherein the visual display is an electronic display.

15. (New) The advertising system of claim 4, wherein the visual display is an electronic display.

16. (New) The advertising system of claim 7, wherein the visual display is an electronic display.

17. (New) The advertising method of claim 1, wherein the hard-copy promotional items comprise one or more business cards.

18. (New) The advertising method of claim 4, wherein the hard-copy promotional items comprise one or more business cards.

19. (New) The advertising method of claim 1, further comprising providing a sound emitting device for emitting an audible electronic advertising media.

20. (New) The advertising system of claim 4, further comprising a speaker in communication with the server and located proximate to the visual display for emitting an audible electronic advertising media.

21. (New) The advertising system of claim 7, further comprising a speaker in communication with the server and located proximate to the visual display for emitting an audible electronic advertising media.

22. (New) The advertising method of claim 1, wherein the electronic advertising media is an image, video, or both an image and video.

23. (New) The advertising system of claim 1, wherein the electronic advertising media is an image, video, or both an image and video.

24. (New) The advertising system of claim 7, wherein the electronic advertising media is an image, video, or both an image and video.

25. (New) The advertising system of claim 4, further comprising a plurality of geographically dispersed visual displays in electronic communication with the server via a wide area network.

26. (New) The advertising system of claim 25, wherein the server is configured to control the advertising media served to each of the plurality of geographically dispersed visual displays based at least in part on a location of the visual display.